

## EXHIBIT C

# **BBBY Usage: Gartner for CHROs 4/23/23 – 8/2/23**

# Usage Overview for BBY: 4/23/23 – 8/2/23

12 Documents

3 Toolkits

1 Inquiry Expert Call

4 Calls with Executive Partner/Account Team

- 3 users, 4 calls since 4/23/23, two with the Executive Partner
- 3 calls scheduled upcoming in August 2023
- Expert advisory call on *Dual Paths/Navigating Uncertainty* to learn how best to lead employees through uncertainty and have a sounding board.
- Themes Gartner has supported: reductions-in-force, “sustain” phase for those retained, navigate crises, and prepare employees for what’s next
- Value Statements:
  - ***“Gartner has been a really great resource... We’ve seen value and I know myself and the team will tap Gartner wherever we end up next” – Lynda Markoe (7/17/23)***
  - ***“Gartner helps us get out of our myopic view and to stay current.” – Lynda Markoe (7/17/23)***
  - ***“Yes, I’d like to use Gartner advisory as a sounding board to discuss how help the team through the uncertainty. We’re in a ever-changing environment and hard to lead teams with dual paths.” – Diana Paek (5/19/23)***

# Usage for Lynda Markoe (CHRO License)

Call Date	Client	Topic
6/23/23	Lynda Markoe (CPO)	<ul style="list-style-type: none"><li>Lynda shared it's helpful to have someone to talk through what's going on. Currently, she finds more value in speaking with the Executive Partner than using the website.</li></ul>
7/17/23	Lynda Markoe (CPO)	<ul style="list-style-type: none"><li>As Lynda thinks about what's next, she is looking to stay current and get out of their myopic view. Continue to send resources.</li><li>Values calls and committed to keeping them.</li></ul>
Next Calls	Lynda Markoe (CPO)	<ul style="list-style-type: none"><li><i>Scheduled 8/5/23 and 8/11/23</i></li></ul>

# Usage for Diana Paek (Advisor License)

Call Date	Client	Topic
5/19/23	Diana Paek	<ul style="list-style-type: none"><li>• Samples to lead through disruption using the connector manager model.</li><li>• How to lead through crisis and upskill executives to take on this model.</li></ul>
5/23/23	Diana Paek	<ul style="list-style-type: none"><li>• Met with advisor to discuss how to navigate uncertainty, including managers leading with empathy, build lower-level autonomy for decision making, and consider the roles/behaviors of leaders during this time.</li></ul>
8/11/23	Diana Paek	<ul style="list-style-type: none"><li>• <i>Scheduled Call</i></li></ul>

Document Title	Date Accessed
Leading Through a Crisis With the SIMPLER Model	06/01/2023
Case Study: Minimum Critical Specifications (Grupo Proeza)	06/01/2023
4 Principles for Creating and Implementing an Impactful	06/01/2023
4 Steps for Creating and Revamping Leadership Models	05/25/2023
4 Principles for Creating and Implementing an Impactful	05/25/2023
Case Study: Minimum Critical Specifications (Grupo Proeza)	05/25/2023
Leading Through Disruption: Success Stories From Connector	05/22/2023
Leading Through a Crisis With the SIMPLER Model	05/22/2023

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# Usage for Nicole Cokley (Advisor License)

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Exhibit C to Declaration Page 6 of 6

Call Date	Client	Topic
5/8/23	Nicole Cokley	<ul style="list-style-type: none"><li>• How to keep employees engaged and manage the mixed emotions.</li><li>• Help employees navigate crisis and fatigue.</li><li>• External link to updating LinkedIn – changed focus to upskilling employees for next role.</li></ul>
7/7/23 (EMAIL + DOWNLOAD)	Nicole Cokley	<ul style="list-style-type: none"><li>• Informing on response to affirmative action ruling</li><li>• Keep Nicole informed, whether for current or future role.</li></ul>
4/6/23	Nicole Cokley	<ul style="list-style-type: none"><li>• <i>Scheduled 8/14/23</i></li></ul>

Document Title	Date Accessed
How Should U.S. DEI Leaders Respond to the Affirmative Action Rulings?	07/27/2023
Inspiring Employee Trust Through DEI Communication	05/27/2023
Integrate DEI Competencies in Leadership	05/06/2023
The Evolving HRBP Role in the HR Operating Model of the Future	04/24/2023
Tool: Employee Resource Group Playbook (Part 1)	05/06/2023
Tool: 2023 Diversity, Equity and Inclusion Holiday Calendar	04/24/2023
Tool: Employee Resource Group Playbook (Part 2)	04/24/2023

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